

**Remarks**

The following remarks are responsive to the Office Action dated July 17, 2007, which was made final.

At the time of the Office Action claims 1 and 3-16 were pending. Claims 1 and 3-16 stand rejected under 35 U.S.C. § 103(a). In particular, claims 1, 3, 6, and 9-13 stand rejected as obvious over Nishigaki (JP Publication No. 11-196297) in view of Winkler (European Publication No. 1246434) and further in view of Miyao et al. (US Patent No. 6,466,237). Claims 4 and 5 stand rejected as obvious over Nishigaki and Winkler in view of Miyao et al. and further in view of Steele (U.S. Patent No. 5,973,694). Claims 7-8 and 15-16 stand rejected as obvious over Nishigaki and Winkler in view of Miyao et al. and further in view of Kurase (U.S. Patent Application Publication No. 2002/0063783). Finally, claim 14 stands rejected as obvious over Nishigaki, Winkler, and Miyao et al. in view of Kurase and further in view of Niikawa (U.S. Patent Application Publication No. 2004/0201767). In addition, claim 3 was objected to as being dependent from claim 2, a cancelled claim.

The present amendment is submitted with a Request for Continued Examination (RCE) to reopen prosecution on the merits.

By the present amendment, claims 1, 3, and 13 have been amended and new claims 17-20 have been added. In particular, claims 1 and 13 have been amended to more particularly and distinctly recite the Applicant's claimed invention. Claim 3 has been amended to correct an informality. No new matter has been added.

Claim 3 is amended to clarify that it depends from amended claim 1 instead of cancelled claim 2. Applicant submits that claim 3, as amended herein, is in proper form and respectfully requests withdrawal of the objection to claim 3.

Claim 1 is amended to require that a selected menu item, when magnified, occupy a substantial entirety of a display screen, as illustrated in FIG. 12B of the application as filed. The Office Action has rejected claim 1 as being obvious over Nishigaki in view of Winkler and further in view of Miyao et al. Applicant respectfully submits that Nishigaki does not disclose a selected menu item that, when magnified, occupies a substantial entirety of the display screen and that neither Winkler or Miyao et al. remedies this deficiency. To the contrary, each of the cited references show that the magnified item occupies substantially less than half of the display area. *See, e.g.*, Winkler (FIGS. 1 and 4a), Miyao et al. (FIG. 1),

Nishigaki (FIGS. 1-2). Therefore, the cited combination of references lacks at least one claim element and no *prima facie* case of obviousness or anticipation exists for at least the foregoing reason. Moreover, claims 3-12, all of which depend from claim 1, are likewise not obvious for at least the foregoing reason. In the event that the Office rejects claims 1 and 3-12, the Applicant respectfully requests that the Office either identify where in the cited art of record a selected menu item that, when magnified, occupies substantially all of a display screen is taught, disclosed or suggested, or apply new art against the claims, on the record, and with specificity sufficient to support a *prima facie* case of obviousness.

Independent claim 13 is amended to require that, when a menu item is magnified, a substantial entirety of the display screen is occupied only by the menu item, as illustrated in FIG. 12B of the application as filed. The Office Action has rejected claim 13 as being obvious over Nishigaki in view of Winkler and further in view of Miyao et al. Applicant respectfully submits that Nishigaki does not disclose that a substantial entirety of the display screen is occupied only by the magnified menu item and that neither Winkler or Miyao et al. remedies this deficiency. To the contrary, each of the cited references show that the magnified item occupies substantially less than half of the display area. *See, e.g.,* Winkler (FIGS. 1 and 4a), Miyao et al. (FIG. 1), Nishigaki (FIGS. 1-2). Therefore, the cited combination of references lacks at least one claim element and no *prima facie* case of obviousness or anticipation exists for at least the foregoing reason. Moreover, claims 14-16, all of which depend from claim 13, are likewise not obvious for at least the foregoing reason. In the event that the Office rejects claims 13-16, the Applicant respectfully requests that the Office either identify where in the cited art of record a selected menu item that, when magnified, occupies substantially all of a display screen is taught, disclosed or suggested, or apply new art against the claims, on the record, and with specificity sufficient to support a *prima facie* case of obviousness.

New claims 17-20 are submitted. No new matter has been added by these claims. New independent claim 17 is supported by, for example, FIGS. 8A-8C and page 7, lines 1-35, of the application as filed. New dependent claims 18-20 find support in the application as filed in, for example, FIGS. 8A-8C; page 7, lines 1-35; page 5, line 36 – page 6, line 2; page 8, lines 2-5; and claim 3.

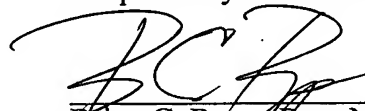
Independent claim 17 requires deleting a first indicium from a first position on a display screen and displaying an enlarged first indicium in a center portion of the display screen while maintaining the display of a second indicium in a second position on the display

screen. Applicant respectfully submits that Nishigaki does not teach, suggest, or disclose deleting a first indicium from a first position on a display screen and displaying an enlarged first indicium in a center portion of the display screen while maintaining the display of a second indicium in a second position on the display screen and that neither Winkler or Miyao et al. remedies this deficiency. Moreover, none of the other references cited in the Office Action (Steele, Kurase, Niikawa) appear to teach, suggest, or disclose the recited steps. Therefore, any combination of the cited references lacks at least one claim element and no *prima facie* case of obviousness exists for at least the foregoing reason. Moreover, claims 18-20, all of which depend from claim 17, are likewise not obvious for at least the foregoing reason. In the event that the Office rejects claims 17-20, the Applicant respectfully requests that the Office either identify where in the cited art of record deleting a first indicium from a first position on a display screen and displaying an enlarged first indicium in a center portion of the display screen while maintaining the display of a second indicium in a second position on the display screen is taught, disclosed or suggested, or apply new art against the claims, on the record, and with specificity sufficient to support a *prima facie* case of obviousness.

Accordingly, Applicant submits that all of the claims are allowable over the combinations of cited references. In view of the foregoing remarks and arguments, allowance of all pending claims is respectfully requested.

The application is considered in good and proper form for allowance, and the Examiner is respectfully requested to pass this application to issue. If, in the opinion of the Examiner, a telephone conference would expedite the prosecution of the subject application, the Examiner is invited to call the undersigned attorney.

Respectfully submitted,



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